

## L'UOMO SULLA SEDIA, UN EVERGREEN

Riproponiamo la famosa campagna McGraw Hill, una descrizione fulminante sulla vera sfida a chi vuole vendere.

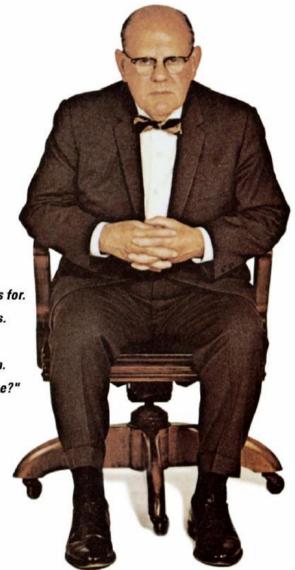
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" I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now—what was it you wanted to sell me?"



MORAL: Sales start before your salesman calls—with business publication advertising.

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